

## Message Text

UNCLASSIFIED

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ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W  
-----122954 061341Z /11

R 061216Z SEP 78  
FM AMCONSUL PORTO ALEGRE  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 0684  
AMCONSUL RIO DE JANEIRO  
AMCONSUL SAO PAULO

UNCLAS PORTO ALEGRE 0245

E.O. 11652: N/A  
TAGS: BBSR, BR  
SUBJECT: WTDR/FTI: JOAQUIM OLIVEIRA S/A - COMERCIO E INDUSTRIA

REF: USDOC 15107

1. BRAZIL
- OFFICE USE 2. 351 3. 0621400 4. 05
5. JOAQUIM OLIVEIRA S/A - COMERCIO E INDUSTRIA
6. CAIXA POSTAL. 2131., RUA BUARQUE DE MACEDO, 120
7. 90000 PORTO ALEGRE, RS
8. CONTACT: LAURO DE OLIVEIRA LAPA
9. TITLE: IMPORT MANAGER
10. PHONE: 42-3800 11. TELEX: 1725
12. CABLE: JOSA, PORTO ALEGRE
13. ESTABL: 1952 14. EMPL: 3000 15. SIZE: VERY LARGE

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16. REPUTATION: Y-GOOD 17. RPT DATE: 09/78  
OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA

23A. 54110 SUPMARKETS

23B. 28913/04 NATURAL BASE GLUES AND ADHESIVES

23C. 28752/035 MFR, WHOL, IMP, OF FERTILIZERS, MAXING ONLY

24. FOREIGN SALES: LOCAL ONLY

25. FINANCIAL REFS: BANCO DO BRASIL S/A, AGENCIA CENTRAL, 90000  
PORTO ALEGRE

26. TRADE REFS: S/A MOINHOS RIOGRANDENSES, CAIXA POSTAL 614  
90000 PORTO ALEGRE,RS

27. FOREIGN FIRMS REPRESENTED: NONE

28. POST EVALUATION: WELL KNOWN CORPORATION WITH SOCIAL CAPITAL  
CR\$ 150 MILLION. ESTIMATED ANNUAL SALES CR\$ 2.5 BILLION. FIRM  
HAS EXTENSIVE REAL ESTATE PROPERTIES AND HAS INTEREST IN SEVERAL  
OTHER FIRMS OPERATING IN A VARIETY OF FIELDS. ITS MAJOR FIELD  
OF ACTIVITY IS THE OPERATION OF A CHAIN OF 49 SUPERMARKETS. SALES  
POLICY IS GOOD. COMPETITION IS STRONG. FIRM HAS A COMPETENT AND  
EXPERIENCED BOARD OF DIRECTORS. ITS PRESIDENT IS A US CITIZEN.  
BANKING AND TRADE SOURCES REPORT THAT THE FIRM IS CURRENTLY IN A  
TIGHT FINANCIAL OBLIGATIONS ARE MET PROMPTLY BUT SOMETIMES WITH  
DELAYS OF UP TO 30 DAYS. IT IS CONSIDERED A GOOD CONTACT FOR US  
FIRMS.

29. PREP: HELIO SUDBRACK.  
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EXTON

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 06 sep 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978PORTO00245  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780362-1114  
**Format:** TEL  
**From:** PORTO ALEGRE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780998/aaaaddas.tel  
**Line Count:** 95  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** b776fa56-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1531278  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTDR/FTI: JOAQUIM OLIVEIRA S/A - COMERCIO E INDUSTRIA  
**TAGS:** BBSR, BR  
**To:** COM  
**Type:** TE  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014